



# Winter 2011

## Women's Edition

*Mission statement:*

*"The mission of the Missouri Women's Council is to promote the economic success of Missouri women by connecting them to information and resources"*



Jeremiah "Jay" Nixon  
Governor



David Kerr  
Director  
Department of Economic Development

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"The mission of the Missouri Women's Council is to promote the economic success of Missouri women by connecting them to information and resources"

**Missouri Women's Council  
Board Members  
2011**

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Karen Thornton, Sunrise Beach

Valerie White, St. Charles

Donayle Whitmore-Smith, St. Louis



Featured Board Member

*Karen Thornton*

*Sunrise Beach, MO*

Karen Thornton was raised in Shawnee, Kansas and moved to California. She's been married for 35 years to a native Californian. She quickly got involved in the community which included the Missouri Women's Council. Karen has over 35 year of experience in administrative services, both in the corporate world and her own business, Karen's Secretarial Service, in which she partners with her husband Steve. The service offers the expertise of a Certified Quickbooks ProAdvisor providing accounting services with Quickbooks Pro for the small and growing business. Currently, the business provides support for a number of Lake Businesses, while still maintaining an active client base in California.



# Economic News You Can Use

## **Missouri Career Guide**

### **2011 Adds New Features**

The *Missouri Career Guide 2011* provides information and data to assist students and job seekers to make informed employment choices. It also helps job seekers of all ages to identify education and skills development resources and to improve their job-hunting and interviewing skills. The 2011 guide includes new sections on green careers in Missouri and the use of social networking for effective job seeking. Printed copies of the guide are available at all **Missouri Career Centers** while supplies last. **[Click here to view guide](#)**

## **Missouri SBA Women-Owned Small Business Rule to Expand Access to Federal Contracting Opportunities**

**New program will be available in early 2011 for small, women-owned firms**  
With the publication last week of a final rule in the Federal Register, the U.S. Small Business Administration (SBA) will begin implementation of its **Women-Owned Small Business** (WOSB) contracting program. The agency expects the program to be available for WOSBs in early 2011. The rule is part of the Obama Administration's overall commitment to expanding opportunities for small businesses to compete for federal contracts, in particular those owned by women, socially and economically disadvantaged persons and veterans. **[Click Here for more information](#)**



## **Missouri Women-Owned Business**

This report looks at the role of women in Missouri's workplaces based on occupations found to be traditionally female-oriented versus those deemed more male-oriented.

**[www.missourieconomy.org/pdfs/women\\_inworkforce2011web.pdf](http://www.missourieconomy.org/pdfs/women_inworkforce2011web.pdf)**

## **Governor Nixon's Small Business Loan Program**

Through Gov. Nixon's Small Business Loan Program, Missouri businesses with 15 employees or fewer may apply for loans of between \$2,500 and \$50,000. The loans are typically repaid over a ten-year term and at a low interest rate of 3 percent. Missouri businesses wishing to apply for one of the loans can go online to **[www.ded.mo.gov/MOloan/index.htm](http://www.ded.mo.gov/MOloan/index.htm)** to download an application.

# Beverly J. Stewart

## Project Director

### Institute for Entrepreneurship and Innovation

### University of Missouri—Kansas City

*"Named one of the Top 25 entrepreneurial business schools for both graduate and undergraduate programs by The Princeton Review 2011"*



Beverly Stewart is the Project Director at the Institute for Entrepreneurship and Innovation at Bloch School of Management, University of Missouri—Kansas City. She has over 20 years of successful experience leading business growth and education initiatives on both regional and national levels. Prior to joining the Institute, Beverly was the Director of Marketing and Corporate Relations for the Bloch Executive MBA at UMKC. Previously, Beverly was the Director of Marketing and Corporate Relations for the Bloch Executive MBA at UMKC. Previously, Beverly was the Executive Director for the Council on Philanthropy. She held senior leadership positions with the National Kidney Foundation (NKF), headquartered in New York City, including National Director of Education and

Affiliate Relations Director where she headed up the department responsible for national education initiatives and provided guidance in all aspects of business growth including strategic planning, marketing, and resource development. She has extensive experience in product sales and has received local and national awards/recognition for her accomplishments.

#### Get to Know Beverly Stewart:

Which talent would you most like to have?

*To be able to sing, really sing, like Barbra Streisand!*

Who are your heroes in real life?

*My father, my mother, my good friend, Steve, and Henry Bloch, the generous benefactor of the Bloch School of Management.*

What is your motto?

*I am thankful for blessings already on their way.*

What are your hobbies?

*Hiking, traveling, enjoying the arts.*

One word that describes me?

*Blessed.*

What do you find challenging?

*People who do not have integrity*

What do you find most rewarding?

*Helping people who do.*



# University of Missouri—Kansas City Entrepreneurship Scholars Program



UMKC's Institute for Entrepreneurship and Innovation is currently accepting applications for its prestigious Entrepreneurship Scholars Program. The E-Scholars program, open to the general public, is a 12-month certificate program designed to provide promising entrepreneurs with the skills and knowledge needed to launch world-class ventures.

The E-Scholars Program is open to anyone who has ideas for a new venture, as well as to those who fledgling companies that could benefit from the remarkable resources this program provides. Individuals accepted into the program will benefit from:

- Full program scholarship. Qualified applicants will receive a full scholarship for the costs of the program (\$5,000).
- One-on-one mentoring. Our mentor panel includes 100+ entrepreneurs and successful business leaders.
- Cutting-edge curriculum. Courses are taught by world-class faculty that includes some of the leading scholars in the field.
- Connections. E-Scholars are introduced to investors and potential funding sources.
- Assistance during startup. E-Scholars have priority access to IEI Incubator facilities.
- Accelerated launch of a scalable, sustainable venture.

Applications are currently being accepted. Deadline has been extended to February 1, 2012. Applications are reviewed on a first come, first served basis. More information, including how to submit an application, can be found at Entrepreneurship Scholars Program. Questions? Call 816.235.1741 or email [stewartbj@umkc.edu](mailto:stewartbj@umkc.edu).

*In September 2011, The Princeton Review announced that both IEI graduate and undergraduate entrepreneurship programs were ranked in the Top 25—making UMKC's Bloch School one of only eleven schools out of 2,500 to achieve that distinction.*

# Conference on Women's Issues Lincoln University



L-R: Dr. Gary Kremer, Dr. Marie Peoples, Gabrielle Malfatti-Rachel and Donna McKinney. Photo provided by HER magazine

"Our History is Our Strength" resonated in the Lincoln University Scruggs University Center on September 15, 2011, when over 140 students, business owners, and government leaders joined together to learn about women's workforce issues. After a warm welcome from Lincoln University President, Dr. Carolyn Mahoney; Dr. Dorothy Witherspoon, Regional Administrator, US Department of Labor-Women's Bureau; and Lisa Althoff, Executive Director, Missouri Women's Council, the group heard from a panel of women from different ethnicities and abilities. This panel discussed their values and experiences that they attribute to strengthening their character and integrity.

The second portion of the afternoon conferences included a historical perspective from Dr. Witherspoon on women in the workforce. She shared our successes and identified areas where we need to strive for improvement. The final panel discussion addressed the status of equal pay and job rights. Experts from federal agencies shared ways to access information and services to ensure equality for women in the workforce. Throughout the conference, exhibitors were on hand to promote their agencies and services. This conference is the result of collaboration between Lincoln University, the Missouri Women's Council and the USDOL—Women's Bureau.



Dr. Mara Aruguete, professor at Lincoln University. Photo provided by HER magazine



L—R: Dr. Alisa Warren, L. Jack Vasquez, Jr., and Erica Simon. Photo provided by HER magazine



Sasha Perry and Jackie Coleman, Photo provided by HER magazine



Marianne Fues, Jane Biers and Lara Enomote. Photo provided by HER magazine



# Missouri Women's History Exhibit Event at UMSL

The Missouri Women's Council inducted the late Dorothy Gaynor Blake, Frankie Muse Freeman, Esq., the late Jessie L. Gaynor, Dr. Blanche Touhill, and the late Margaret Bush Wilson, Esq. to the Outstanding Missouri Women History Exhibit on September 28, 2011. The induction ceremony was held at the University of Missouri—St. Louis followed by the reception for the inductees. Dr. Gary Kremer, Executive Director of the Missouri State Historical Society, was the keynote speaker and Heidi Glaus with NewsChannel 5 was the emcee for the event. A special thanks to the paid event sponsors: Mound City Bar Association, The Women Lawyers' Association of Greater Saint Louis and the University of Missouri—St. Louis and to the in-kind event sponsor: The Bar Association of Metropolitan St. Louis.



The Missouri Women's Council inducts the late Dorothy Gaynor Blake, Frankie Freeman, Esq., the late Jessie L. Gaynor, Dr. Blanche Touhill, and the late Margaret Bush Wilson, Esq. to the Outstanding Missouri Women History Exhibit.



Rep. Marsha Haefner, Missouri Women's Council Board member, presents a House Resolution to Dr. Blanche Touhill.



Senator Robin Wright-Jones presents induction certificate to Frankie Muse Freeman, Esq.



Rep. Marsha Haefner, Missouri Women's Council Board member, presents a House Resolution to the relatives of the late Dorothy Gaynor Blake and Jessie L. Gaynor.



Rep. Marsha Haefner, Missouri Women's Council Board member, presents a House Resolution to the friends and colleagues of the late Margaret Bush Wilson, Esq.







# 2011 Award of Distinction Colleen White



2011 Award of Distinction recipient, Colleen White with Governor Jay Nixon at the Governor's Conference on Economic Development



2011 Award of Distinction recipient, Colleen White with Governor Jay Nixon and the Missouri Women's Council at the Governor's Conference on Economic Development



2011 Award of Distinction recipient, Colleen White with Missouri Department of Economic Development Director, David Kerr and the Missouri Women's Council at the Governor's Conference on Economic Development

## Colleen White Strategic Workplace Solutions, Inc.

Colleen White is the President and founder of Strategic Workplace Solutions, Inc. She brings nearly 30 years of labor law compliance and workplace relations experience to her SWS clients to assist them with managing their compliance risks and workplace needs.

She derives her extensive experience from over 12 years as Director of the State of Missouri's Division of Labor Standards. There she administered and enforced Missouri Wage and Hour, Child Labor and Prevailing Wage Laws, the OSHA funded OnSite Consultation Program, the MSHA funded Mine Training Program, and the state Mine and Cave Inspection Program. She also served as the Department of Labor Liaison to the Missouri Women's Council.

Prior to that position, she served as Business Manager of a construction trade union in Kansas City, becoming the first female delegate to a Building & Construction Trades Council in the U.S. She was subsequently appointed to serve as Director of Safety and Health for the International Union of Painters and Allied Trades in Washington D.C., where she became the first woman Department Director of an international construction union.

Colleen is recognized nationally as a leading expert in labor law compliance and addressing workplace issues. She led the effort in drafting a national Child Labor Law Administration Guide for all state labor standards agencies in the U.S.

Colleen also drafted the first prevailing wage compliance programs for the City of Kansas City, Missouri and for Jackson County, Missouri. She is active with the Labor management Council of Greater Kansas City's Construction Industry Committee, where she regularly provides input on compliance issues for construction. She is nearly completion

in her service as Coordinator for the Jackson County Sports Authority on the Truman Sports Complex Renovation Project, overseeing all labor law compliance for the \$700 million project. There she provided assistance to over 300 contractors to help ensure their compliance requirements were met.

Colleen holds degrees in Education and Labor Studies. She also serves as a labor arbitrator, where her experience provides a level of neutrality, honesty and integrity that allows her to see all sides and concerns.





# Business Trainings and Job Fairs

**December 15th, 2011**

**Starting a Business**

Location: St. Joseph

[Click Here for more information](#)

**December 16th, 2011**

**Financing Your Business**

Location: St. Louis

[Click Here for more information](#)

**January, 17th 2012**

**FastTrac® TechVenture**

Location: Kansas City

[Click Here for more information](#)

**January 18th, 2012**

**Sources of Finance: For Business Start-up or Expansion**

Location: Ft. Leonard Wood

[Click Here for more information](#)

**January 19th, 2012**

**Understanding, Building & Preserving Business Value**

Location: Kansas City

[Click Here for more information](#)

**January 27th, 2012**

**Quickbooks Pro**

Location: Osage Beach

[Click Here for more information](#)

**February 17th, 2012**

**Introduction to Quickbooks Pro**

Location: Osage Beach

[Click Here for more information](#)

**February 22nd, 2012**

**Starting a Business: The First Steps**

Location: Ft. Leonard Wood

[Click Here for more information](#)

**March 9th, 2012**

**Advanced Quickbooks Pro**

Location: Osage Beach

[Click Here for more information](#)

**March 21st, 2012**

**Basics to Writing a Business Plan**

Location: Ft. Leonard Wood

[Click Here for more information](#)

**April 26th, 2012**

**Sources of Finance: For Business Start-Up or Expansion**

Location: Ft. Leonard Wood

[Click Here for more information](#)





## Upcoming Events and Programs

### **Stay Connected**

**December 16th, 2011**

**St. Louis, MO**

Stay Connected is a unique program designed to help WBEs achieve sustainable growth. WBDC wants to enhance your business sustainability by providing you with information and resources that will help you build capacity and increase your contract opportunities with our corporate and government partners.

**Contact Cynthia Johnson, Director of Established Business Services and Small Business Development Center Director at [cjohnson@wbdc.org](mailto:cjohnson@wbdc.org)**

### **7th Annual Women's Conference**

**January 18th, 2012**

**St. Louis, MO**

Join us, and an amazing lineup of speakers, for our 7th Annual St. Louis Business Journal Women's Conference

**[Please click here for more information](#)**

### **eWomen Network**

**January 20th, 2012**

**Accelerated Networking Luncheon**

**Begin With A Destination in Mind**

**St. Louis, MO**

**[Please click here for more information](#)**



### **eWomen Network**

**Accelerated Networking Luncheon**

**February 24th, 2012**

**Kansas City, MO**

The process assures you have an opportunity to:

- Promote who you are and what you do;
- Ask for what you specifically need from others;
- Develop new business alliances and friends; and
- Learn new ideas and strategies for promoting your business and generating more revenue

**[Click Here for more information](#)**

### **eWomen Network**

**March 9th, 2012**

**Accelerated Networking Luncheon**

**Internet Marketing Through Google and The Impact To Your Business**

**St. Louis, MO**

**[Please click here for more information](#)**

### **54th Annual Governor's Conference on Economic Development**

**September 5th-7th, 2012**

**Renaissance Hotel**

**St. Louis, MO**

**<http://www.ded.mo.gov/Conference/GovConference.aspx>**







## In Every Issue

# Business Resources

### **Missouri Business Portal**

An online resource as a single point of entry for business registration, filings, licenses, and permits for doing business in the State of Missouri. [Click here for more information.](#)

### **Missouri Business Development Programs**

The Missouri Small Business & Technology Development Center (MO SBTDC) successfully assists more than 10,000 businesses with business start-up and training workshops. Visit [www.missouribusiness.net](http://www.missouribusiness.net).

### **Missouri Catalog of State Assistance Programs**

Provides detailed information about state grants, loans and assistance programs and how to apply for them. [Click here for more information.](#)

### **Missouri Department of Economic Development Programs for Business**

The Missouri Department of Economic Development offers a listing of programs for businesses. For a full listing, please [click here](#).

### **Missouri Enterprise Business Assistance Centers (MEBAC)**

MEBAC's mission is to help small businesses enhance productivity, expand production, increase sales and improve profitability. Visit [www.missourienterprise.org](http://www.missourienterprise.org) or call toll free at (800) 956-2682.

### **Missouri Linked Deposit Program**

The Big Missouri Linked Deposit Program is administered through the state treasurer's office to enable financial institutions to make low-cost loans to businesses and farms to create jobs and help Missouri's economy grow. Visit [www.treasurer.mo.gov/LinkedDeposit.asp](http://www.treasurer.mo.gov/LinkedDeposit.asp).

### **MOSourceLink**

MOSourceLink connects small business owners with a network of nonprofit resource organizations that provide business-building services. Visit [www.mosourcelink.com](http://www.mosourcelink.com) or call toll-free at (866) 870-6500.

### **Missouri Procurement Technical Assistance Centers (MO PTAC)**

MO PTAC's mission is to assist businesses—including small, disadvantaged and women owned firms—in obtaining federal, state and local government contracts. Visit [www.missouribusiness.net/PTAC](http://www.missouribusiness.net/PTAC)

### **Missouri Small Business Regulatory Fairness Board (SBRFB)**

The SBRFB provides a key interface between state regulatory agencies and affected small businesses. For more information, please [click here](#).

### **Missouri Small Business and Technology Assistance Centers (MO SBTDC)**

MO SBTDC is focused on strengthening the technological competitiveness of Missouri's businesses. Visit [www.missouribusiness.net/fast](http://www.missouribusiness.net/fast).

### **Missouri Women's Council**

Provides information and resources regarding business, education and career development to Missouri's women. Visit [www.womenscouncil.org](http://www.womenscouncil.org) or call toll free at (877) 426-9284.

### **MoFAST: SBIR/STTR Program**

Help for entrepreneurs and small businesses seeking federal funding for technology and life sciences businesses, products, research and development. [Visit www.mofast.net](http://www.mofast.net).

### **Office of Administration—Office of Equal Opportunity**

OEO's mission works to assist women and minorities in developing opportunities to contract with the state, economically empowering traditionally underserved communities and improving the overall fiscal vitality of the State of Missouri. Visit [www.oa.mo.gov/oeo](http://www.oa.mo.gov/oeo) or call toll free (877) 259-2963.

### **SBA— Small Business Administration**

The SBA links entrepreneurs with resources, services and support specifically designed for small business needs. [Visit www.sba.gov](http://www.sba.gov) or call toll free at (800) U ASK SBA.





In Every Issue-

# Women's Resources

## **National Association of Women Business Owners**

NAWBO is a dues-based national organization representing the interests of all women entrepreneurs in all industries. Membership is open to sole proprietors, partners and corporate owners with day-to-day management responsibility.  
Phone: (800) 556-2926  
Website: [www.nawbo.org](http://www.nawbo.org)

## **National Women's Business Council**

The Council's mission is to promote initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces, from start-up to success to significance.  
Website: [www.nwbc.gov](http://www.nwbc.gov)

## **eWomenNetwork, Inc.**

eWomenNetwork, Inc. is committed to helping women and their businesses achieve, succeed and thrive in the new economy. Their goal is to help female business owners and professionals achieve their goals.  
Website: [www.eWomenNetwork.com](http://www.eWomenNetwork.com)

## **Women Impacting Public Policy, Inc. (WIPP)**

A national nonpartisan public policy organization that advocates for and on behalf of women and minorities in business in the legislative process of our national, creating economic opportunities and building bridges and alliances to other small business organizations.  
Website: [www.wipp.org](http://www.wipp.org)

## **Career Education Coordinators**

Network of professionals focusing on nontraditional careers as well as providing information and expertise in career awareness, exploration and planning for various audiences.

Website: [www.missouricareereducation.org](http://www.missouricareereducation.org)

## **Women's Business Enterprise National Council (WBENC)**

Dedicated to advancing the success of Corporate Members, certified women's business enterprises, and government entities in partnership with its Regional Partner Organizations (RPOs)  
Website: [www.wbenc.org](http://www.wbenc.org)

## **Missouri Child Care Resource and Referral Network**

The Missouri Women's Council recognizes that often times women in business and workforce may encounter barriers accessing quality child care. This organization coordinates the activities of the eight child care resource and referral agencies that serve all 115 counties in Missouri.  
Website: [www.mocccrn.org](http://www.mocccrn.org)

## **Women's Business Development Center**

The largest women's business assistance center in the United States. Nationally and internationally recognized for responsive, innovative, and effective programs and advocacy efforts. Delivers business services and financial assistance to empower women towards entrepreneurship and economic self-sufficiency.  
Website: [www.wbdc.org](http://www.wbdc.org)

## **Caring Communities**

A "partnership" that enables community and school leaders to define priorities and agendas based on each community's needs, assets and vision. By developing community-based supports and services, the aim is to enhance the well-being of children, which is inseparable from the well-being of their families and the stability and economic viability of the communities where they live.  
Website: [www.mofact.org](http://www.mofact.org)

## **WPO Women Presidents' Organization**

The WPO is a non-profit membership organization for women presidents of multimillion-dollar companies. Members of the WPO take part in professionally facilitated peer advisory groups in order to coax the 'genius out of the group' and grow their businesses to the next level.  
Website: [www.womenpresidentsorg.com](http://www.womenpresidentsorg.com)

## **Missouri Career Centers**

Located in communities across the state and represent a unique partnership of employment and training organizations that reflect the specific needs in each local community. These resource areas are equipped with computers, fax machines, and telephones that operate similarly to a public library.  
Website: [www.missouricareersource.com](http://www.missouricareersource.com)







# Missouri Women's Council



The Missouri Women's Council was established in 1985 by the State's 83rd General Assembly to identify and address issues affecting the economic and employment status of women in Missouri.

The first name of the council was the Missouri Council on Women's Economic Development and Training (MCWEDT). The name was changed to the Missouri Women's Council in 1994.

It is the intent of the Missouri Women's Council to work closely with other agencies and community-based organizations to build awareness, educate, promote opportunities for, and enhance the lives and well being of Missouri women business owners and women in the workforce.

The Missouri Women's Council offers information and resources on starting your Own Business, Women in Business, Finding a Great Job, Upgrading Your Skills, and Obtaining State Contracts.

The Council is an agency within the Department of Economic Development. The bipartisan Council is comprised of 15 members: 11 appointed by the Governor, 2 Missouri State Senators, and 2 Missouri State Representatives with the chair appointed by the governor. An Executive Directors is appointed to serve the Missouri Women's Council and the women of Missouri.

Find us on  
**Facebook**



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## Missouri Women's Council's Women Owned Business (WOB) Network

*Helping Women-Owned  
Businesses Succeed in Missouri*

Becoming a member of the WOB Network can help women-owned business owners find and interact with each other, as well as highlight the goods and services their businesses provide. Register for free, online at [www.wobnetwork.mo.gov](http://www.wobnetwork.mo.gov)

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